

**Amendments to the Claims**

This listing of claims will replace all prior versions and listings of claims in this application:

**Listing of Claims**

1. (Currently Amended) A television system comprising:
  - a receiver for recovering a television signal being currently broadcast;
  - a display monitor for displaying the recovered television signal;
  - means for displaying on a substantially full portion of the monitor a television picture from the recovered television signal;
  - means for determining the television picture that is being displayed;
  - means for selecting an advertising message related to the ~~displayed~~ television picture determined to be displayed from a plurality of advertising messages related to the displayed television picture; and
  - means for displaying a pop up window overlaid on the displayed television picture, the pop up window including ~~an~~ the selected advertising message and an informational message related to the displayed television picture other than program title, wherein the television picture is simultaneously displayed with both the informational message and the advertising message.
2. (Cancelled)

3. (Previously Presented) The television system of claim 1, wherein the informational message relates to content of the television picture from the recovered television signal.

4. (Previously Presented) The television system of claim 1, wherein the informational message relates to later programming on a channel of the recovered television signal.

5. (Previously Presented) The television system of claim 1, wherein the informational message relates to current programming on a channel of the recovered television signal.

6. (Previously Presented) The television system of claim 1, additionally comprising means for displaying a composite of an EPG and an advertising message overlaid on the displayed television picture.

7. (Previously Presented) The television system of claim 6, additionally comprising means for displaying an EPG overlaid on the displayed television picture.

8. (Previously Presented) The television system of claim 6, additionally comprising means for storing EPG data including at least one stored background color value.

9. (Previously Presented) The television system of claim 8, additionally comprising means for using the stored background color value to display the EPG alone.

10. (Previously Presented) The television system of claim 8, additionally comprising means for substituting a transparent value for the stored background color value to display the composite.

11. (Cancelled)

12. (Previously Presented) The television system of claim 1, in which the selected advertising message is about a product or service.

13. (Currently Amended) A method for displaying an advertisement over a television picture, the method comprising:

recovering a television signal being currently broadcast;

displaying on a substantially full portion of a monitor a television picture from the recovered television signal;

determining the television picture that is being displayed;

selecting an advertising message related to the displayed television picture determined to be displayed from a plurality of advertising messages related to the displayed television picture; and

displaying a pop up window overlaid on the displayed television picture, the pop up window including an the selected advertising message and an informational message related to the displayed television picture other than a program title, wherein the television picture is

simultaneously displayed with both the informational message and the advertising message.

14. (Cancelled)

15. (Previously Presented) The method of claim 13, wherein the informational message relates to content of the television picture from the recovered television signal.

16. (Previously Presented) The method of claim 13, wherein the informational message relates to later programming on a channel of the recovered television signal.

17. (Previously Presented) The method of claim 13, wherein the informational message relates to current programming on a channel of the recovered television signal.

18. (Previously Presented) The method of claim 13, additionally comprising displaying a composite of an EPG and an advertising message overlaid on the displayed television picture.

19. (Previously Presented) The method of claim 18, additionally comprising displaying an EPG overlaid on the displayed television picture.

20. (Cancelled)

21. (Previously Presented) The method of claim 13, in which the selected advertising message is about a product or service.

22-23. (Cancelled)

24. (Previously Presented) The television system of claim 1, wherein the pop up window further includes a television program title simultaneously displayed with both the informational message and the advertising message.

25. (Previously Presented) The television system of claim 1, wherein the selected advertising message is about an upcoming television program or event.

26. (Previously Presented) The television system of claim 1, wherein the selected advertising message is related to a sponsor of the displayed television picture.

27. (Previously Presented) The television system of claim 26, wherein the selected advertising message promotes products and services of the sponsor.

28. (Previously Presented) The television system of claim 1, wherein the selected advertising message is related to a subject of the displayed television picture.

29. (Previously Presented) The television system of claim 1, wherein a different advertising message is selected each time the pop up window is displayed.

30. (Previously Presented) The television system of claim 1, wherein a different advertising message is selected and displayed after a predetermined time.

31. (Previously Presented) The method of claim 13, wherein the pop up window further includes a television program title simultaneously displayed with both the informational message and the advertising message.

32. (Previously Presented) The method of claim 13, wherein the selected advertising message is about an upcoming television program or event.

33. (Previously Presented) The method of claim 13, wherein the selected advertising message is related to a sponsor of the displayed television picture.

34. (Previously Presented) The method of claim 33, wherein the selected advertising message promotes products and services of the sponsor.

35. (Previously Presented) The method of claim 13, wherein the selected advertising message is related to a subject of the displayed television picture.

36. (Previously Presented) The method of claim 13, wherein a different advertising message is selected each time the pop up window is displayed.

37. (Previously Presented) The method of claim 13, wherein a different advertising message is selected and displayed after a predetermined time.